

JAPAN

KYOTO

NARA

ISE-SHIMA

KINKI NIPPON RAILWAY



Kyoto, once the capital of Japan from 794 to 1868, is an international tourist city with an almost ten-centuries-old history of its development. A city rich in historic associations and legendary lore, Kyoto boasts of approximately one-fourth of Japan's cultural properties of national treasure merit, including the halls, pagodas, gardens, paintings and sculptures of ancient shrines and temples.

It also thrives as a producing center of fine silk fabrics, embroidery work, porcelain and lacquer ware, all of an original beauty and with a long tradition. Its graceful old-world streets are gay almost the year through with a variety of colorful festivities.

Old Imperial Palace, dating from 1855, the most fascinating in the noble simplicity of its buildings encircled by an extensive turf.

Ryoanji Temple, a Zen Buddhist temple, has a unique feature in its rock garden, which consists of white sand and fifteen rocks, creating a beauty symbolic of the meditative religion.

Katsura Imperial Villa, originally built for an Imperial prince, stands in quiet and beautiful environs, the house and garden

bringing out a beauty of refined simplicity. The house, built in *shoin-zukuri* style, is a fine specimen of Japanese architecture.

Nanzenji Temple, a quiet Zen temple, is noted for the paintings on the sliding-screens of the Main Hall and the garden laid out with rocks and white sand.

Nijo Castle, originally built in 1603 by the first Tokugawa shogun as his residence, is well known for its gorgeous interior decorations. **Kinkakuji Temple** (Gold Pavilion), originally the villa of a court noble, is a building of three stories with a bronze phoenix on the roof. The hall is gilt; hence the name. **Heian Shrine** was built in 1895 to commemorate the 1,100th anniversary of the removal of the capital from Nara to Kyoto. Its garden presents a lovely sight at each season with cherry flowers in spring, irises in summer, bush clovers in autumn and snow in winter.

Fushimi Momoyama Castle, reconstructed in 1964 with reinforced concrete, contains ancient helmets and armour. In the garden are kept many peacocks.



Katsura Imperial Villa



"Maiko" or young danseuses and Fushimi Momoyama Castle



Heian Shrine bedecked with cherry blossoms



Kinkakuji Temple or Gold Pavilion in spring



NARA

Nara, a city even older than Kyoto, was the national capital of Japan for some 70 years from 710 to 784. It abounds in tourist attractions, of which the colossal bronze Buddha enshrined at the Todaiji Temple and the tame deer roaming at will in Deer Park are perhaps the best known. It played an important role in history as the cradle of Japan's arts, crafts, literature and industries. The whole city of Nara lies in the midst of scenic surroundings, in a highly restful atmosphere. The old shrines and temples, halls and pagodas, Buddhist sculptures, objects of art and craft, that are found in the city are the cultural legacies that Japan proudly offers to the world.

Nara Park, popularly known as Deer Park because of over 1,000 tame deer roaming in it, contains such interesting edifices as Todaiji Temple, Kofukuji Temple, Kasuga Shrine and the National Museum. **Nara National Museum** keeps a valuable collection of paintings and sculptures, particularly those representing the Buddhist art of the day. **Kofukuji Temple**, originally built in 710, is famed for the 50-m. high Five-story Pagoda erected in

1426. **Todaiji Temple**, dating from 1709, is well known for its chief object of worship, the Daibutsu, a colossal image of Buddha 14.85 m. in height. The temple soars 52.0 m., the tallest wooden structure in the world. Among other principal edifices are the Sangatsudo and Nigatsudo Halls and the Shosoin Repository.

Kasuga Shrine, painted in bright vermilion, is celebrated for its fine architecture and enchanting setting and for the 3,000 stone and hanging lanterns, each of a fascinating design.

Toshodaiji Temple, founded in 759 by Ganjin, an illustrious Chinese priest, is noted for the dry-lacquer statues of Birushana-butsu, Thousand-Handed Kannon and Yakushi-nyorai, all designated as "National Treasures." **Horyuji Temple**, founded in 607, is the oldest wooden structure extant in the world. It comprises about 40 buildings, which have been designated as "National Treasures."

The Museum Yamato Bunkakan, built in 1960 by the Kinki Nippon Railway, is a modern art gallery with a valuable collection of masterworks of art, including paintings and sculptures.



Daibutsuden Hall of Todaiji Temple and roaming deer



An air-view of Horyuji Temple



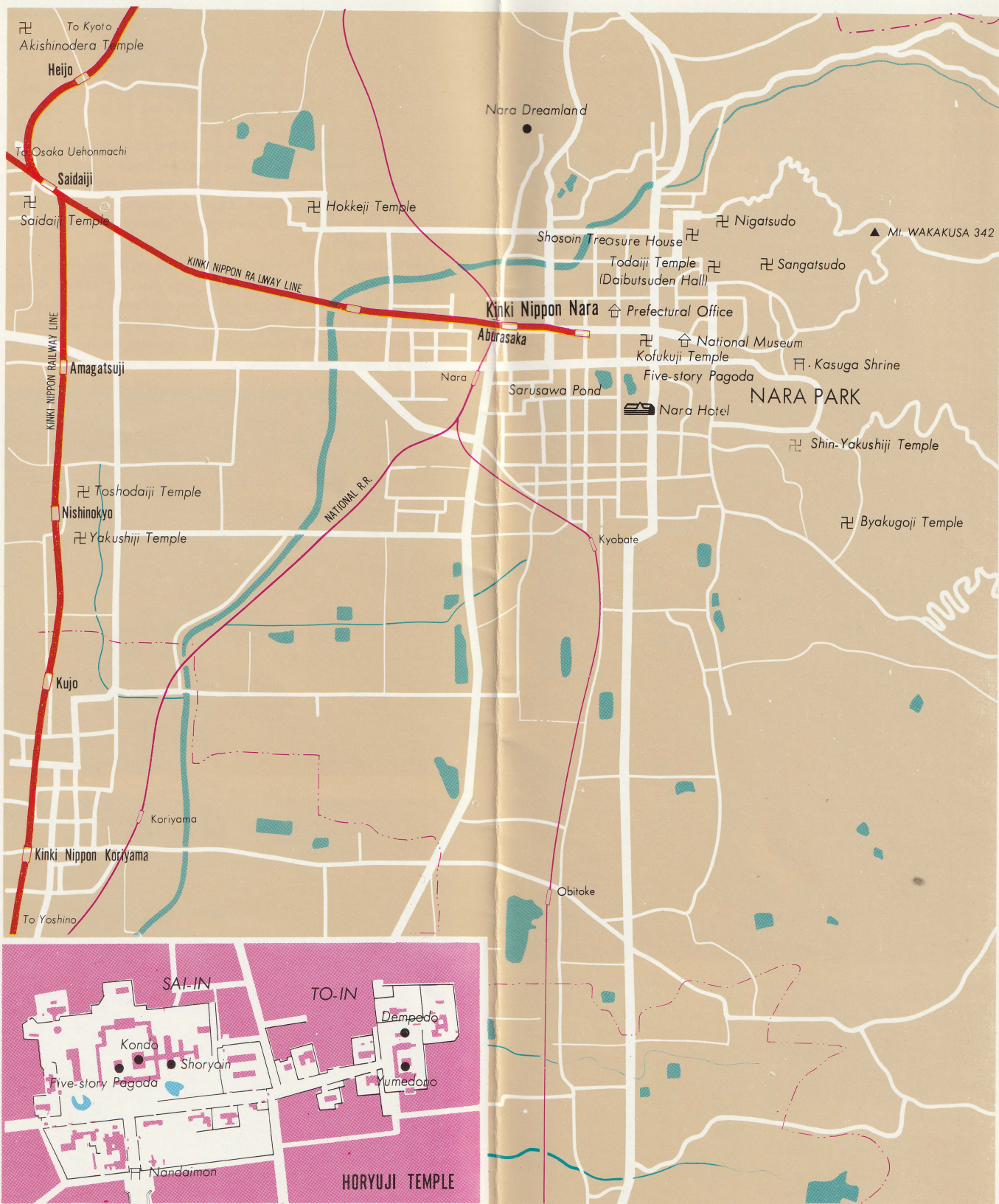
Interior of the Museum Yamato Bunkakan



Yakushiji Temple and its vicinity



Buddhist statue

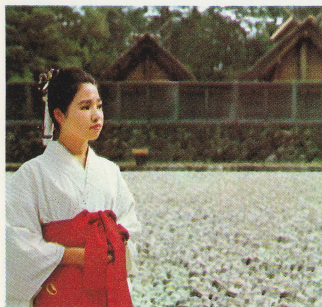


Ise-Shima, a sea park enjoying a worldwide reputation for the pearl culture industry, is a national park covering the larger part of Ise and Shima Provinces in the southern extremity of Mie Prefecture in central Japan. The magnificent masculine seascape on the Pacific side presents a fine contrast to the calm inland sea on which are seen afloat many rafts for pearl culture forming a geometrical design. In the rough seas near the shore women divers are seen gathering abalones and lobsters.

Cultured Pearls, beloved by the softer sex of the world, are the special products of Shima and are exported in large quantities as ear-rings and necklaces. Pearls are cultured by inserting irritants, tiny beads of mother-of-pearl, which will form the nuclei of the pearls, into the mantle of living oysters and keeping them in wire cages hung from the wooden rafts floating in the sea for three to four years. You can have a rough idea of pearl cultivation at the Mikimoto Pearl Island at Toba or at the National Pearl Research Laboratory at Kashikojima.



An air-view of Ago Bay



Ise Jingu Shrine



The "Pearl Queen"

"Ama," Women Divers, brought up to the occupation of diving to a depth of 10 to 30 m. for such sea products.

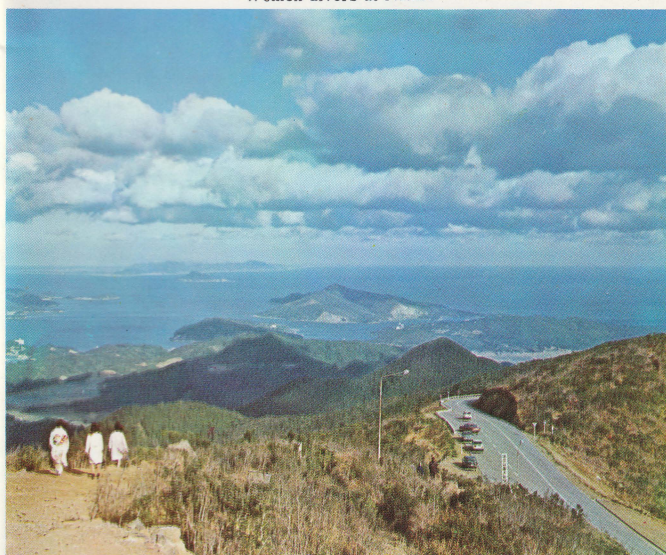
Ise Jingu, the most venerated Shinto shrine in Japan, consists of Naiku or the Inner Shrine which is sacred to the Imperial ancestor and Geku or the Outer Shrine.

Toba, a thriving base for trips to the central and inner parts of the national park, is also a port for the pleasure boats cruising in the bay and the "Pearl Queen," ultra-modern hydrofoil boats bound for Nagoya. Just offshore lies Pearl Island, a historic place where the late Kokichi Mikimoto first succeeded in cultivating an iridescent semi-spherical pearl.

Kashikojima, the largest island in the park, serves as the base for pleasure cruises in and around Ago Bay. There is plush Shima Kanko Hotel with every modern convenience. **Ise-Shima Skyline Driveway**, a 16.3km. toll road, affording a panoramic view of scenic Ise-Shima National Park, connects Ise Jingu Shrine and Toba by way of Mt. Asama.



Women divers at Nakiri



Ise Bay viewed from Ise-Shima Skyline Driveway



KINTETSU LIMITED EXPRESS "VISTA CAR"

"Vista Car," pride of the Kintetsu Limited Express System, is a double-decked train, the first of its kind in the world, with reserved seats and attractively painted in dark blue and orange.

It conveniently links the terminals of Osaka, Kyoto and Nagoya to such tourist resorts as Ise-Shima National Park, Nara and Yoshino. With each carriage decorated in different soft colors inside, the Vista Car is airconditioned under ideal temperature and humidity. You are assured of a most pleasant trip in it throughout the four seasons.

Vista Car schedule:

<i>Lv.</i>	<i>Ar.</i>	<i>No. of Both-way Runs</i>	<i>Time Required</i>
Osaka (Uehommachi) ... Nagoya		27	2 hrs. 13 min.
Osaka (Uehommachi) ... Ise		18	1 hr. 53 min.
Osaka (Uehommachi) ... Yunoyama		4	2 hr. 18 min.
Nagoya ... Ise		31	1 hr. 19 min.
Nagoya ... Yunoyama		4	50 min.
Kyoto ... Nara		15	36 min.
Kyoto ... Ise		5	2 hrs. 23 min.
Kyoto ... Kashihara Jingu		8	58 min.
Osaka (Abenobashi) ... Yoshino		11	1 hr. 8 min.





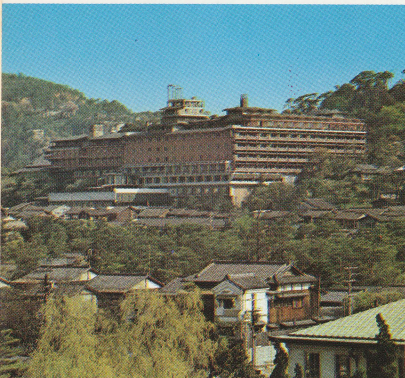
KINTETSU MIYAKO HOTEL CHAIN

The Kinki Nippon Railway Co., Ltd. runs a chain of plush Western-style hotels equipped with every modern installation and highly favored for excellent service at such leading commercial cities and tourist resorts of Japan as Osaka, Kyoto, Nara, Ise-Shima, Nagoya, Yokkaichi and Kanazawa. The hotels, each of an original style of architecture, secure perfect harmony with the surrounding scenery. They are all conveniently located for your sightseeing tours and business rendezvous. A stay at any of our chain hotels will be a happy reminder of your trip to this country.

Kintetsu Miyako Hotel Chain Tokyo office :

Kinjo Building 7-8-5, Ginza Chuo-ku, Tokyo.

Tel. (03) 572-8301 Telex: 252-2089



MIYAKO HOTEL (KYOTO)

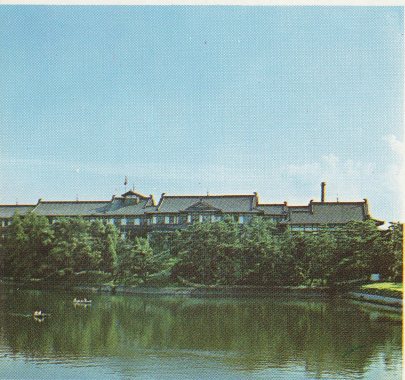
A graceful combination of spacious western and Japanese styled restful accommodations. In a wooded hillside, conveniently situated for infinite shopping and sightseeing. Convention facilities. 3 swimming pools.

Rates: Medium SWB \$11.12.
TWB \$15.28.

Address: 1, Awataguchi Kacho-cho, Higashiyama-ku Kyoto.

Telephone: (075) 771-7111

Telex: 5422-132



NARA HOTEL

Beautiful & quiet surroundings in the Nara Deer Park. Hotel is a pleasant blend of the Japanese palace and western comfort. An ideal location to see some of the most fabulous statuary in the world. Golf course nearby. Rates: Medium SWB \$9.16.
TWB \$11.38.

Address: 1096, Takabatacho, Nara.

Telephone: (0742) 23-4101

Telex: 5522-108



OSAKA MIYAKO HOTEL

A new transient hotel with modern conveniences. Handy location for business and sightseeing. Also, terminals for Kinki Nippon Rly (Nara, Ise, Nagoya), Nankai Rly (Kii peninsula,) and Government Rlys.

Rates: Medium SWB \$6.40.
TWB \$12.50.

Address: 110, Horikoshicho,

Tennoji-ku, Osaka.

Telephone: (06) 779-1501

Telex: 525-3130



SHIMA KANKO HOTEL

An attractive seaside resort. After visiting the Ise Grand Shrines, enjoy boat riding and swimming in quiet and picturesque surroundings. Mikimoto Pearl Farm and golf course nearby. Swimming Pool.

Rates: Medium SWB \$7.50.
TWB \$13.90.

Address: 731, Shimmei, Agocho,

Shima-gun, Mie Prefecture.

Telephone: (05994) 3-1211

Telex: 4973-790



NAGOYA MIYAKO HOTEL

A new land mark. Very modern and comfortable appointments. Spacious banquet facilities. Near the Government Rly Station yet in a quiet location. Within easy reach to Nagoya Castle, interesting factories and sightseeing in suburban area. Rates: Medium SWB \$7.77.
TWB \$12.50.

Address: 2-chome, Nishiyagicho, Nakamura-ku, Nagoya.

Telephone: (052) 571-3211

Telex: 442-2086



YOKKAICHI STATION HOTEL

A transient hotel with modern conveniences. Near the sea-port and hot spring resorts. Also, operates pretty Yunoyama Hot Spring Hotel nearby. Golf course nearby. Rates: Medium SWB \$7.08.
TWB \$10.00.

Address: 34, 7-chome, Suwasakae-machi, Yokkaichi, Mie Prefecture.

Telephone: (0593) 52-4131



KANAZAWA MIYAKO HOTEL

A new transient hotel with modern conveniences, opposite Rly Station. Convenient location for interesting city sightseeing, to Noto peninsula (Japan Sea), and to many of hot spring resorts.

Rates: Medium SWB \$5.56.
TWB \$11.12

Address: 6-10, Konohanacho, Kanazawa, Ishikawa Prefecture.

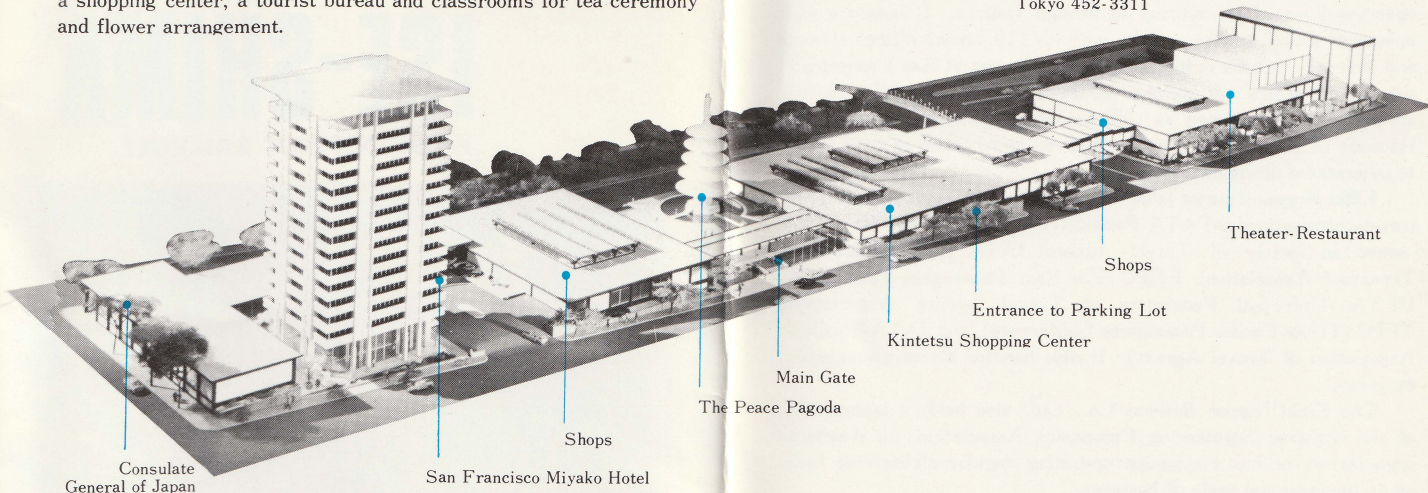
Telephone: (0762) 31-2202

Telex: 5122-203

JAPANESE CULTURAL AND TRADE CENTER IN SAN FRANCISCO

With an aim to introducing the industry and culture of developing Japan to the world, Kintetsu played a principal role in establishing this Center at San Francisco, U.S.A.

The establishment, opened to business in February, 1968, contains the offices of such official overseas organizations of Japan as the consulate-general, Japan External Trade Organization (JETRO) and Japan National Tourist Organization (JNTO), a hotel, a shopping center, a tourist bureau and classrooms for tea ceremony and flower arrangement.



KINTETSU ENTERPRISES COMPANY OF AMERICA

Head Office : 1601, Post Street San Francisco, Calif. 94115, U.S.A.
Tel. 922-6776

Tokyo office : 6-18 Shibatacho, Minato-ku, Tokyo, Japan
Tokyo 452-3311

San Francisco Miyako Hotel

Miyako Hotel, under the management of the Kintetsu Enterprises Company of America, is closely associated with the Western International Hotel Chain in Canada and North and South Americas.

A plush 14-story structure, the Hotel is provided with 172 rooms all typically Japanese in style, a cocktail lounge with a fine view of a well-designed landscape garden, convention hall and a parking area accommodating some 800 cars. The Hotel boasts a high plane of equipment and service.

Kintetsu Shopping Center

Located on the first floor of the Hotel are the Kintetsu Shopping Center which exhibits for on-the-spot sales various manufactures of Japan's leading companies, a restaurant offering delicious dishes characteristic of Japan and a travel bureau handling tour arrangements and hotel reservations.



Kinki Nippon Tourist (Head Office)



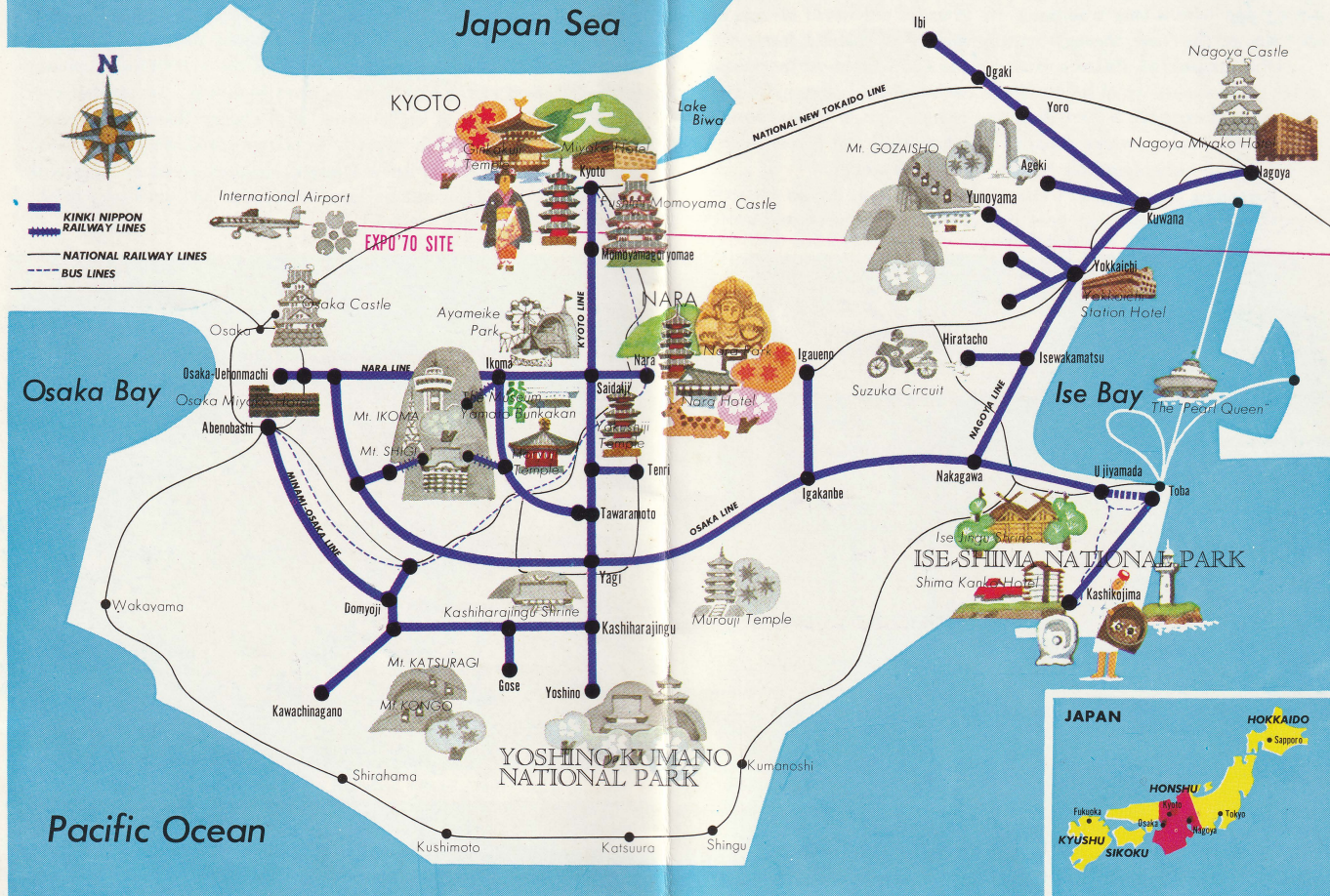
Miyako Hotel (guest-room)



Traditional craft corner : demonstration and on-the-spot sales

Japan, the ideal year-round holiday land, presents a kaleidoscopic beauty as the season changes. It is naturally blessed with a wide variety of tourist attractions, of which perhaps the most interesting are the two ancient capital cities of Kyoto and Nara, each with a tradition typically Japanese, and scenic Ise-Shima National Park, a sea park world-renowned as the home of cultured pearls.

MAP OF THE KINKI DISTRICT



KINKI NIPPON RAILWAY CO., LTD.

Kinki Nippon Railway Co., Ltd. has its main business line in rail traffic industry with an extensive network of railways over the Kinki and Tokai districts in central Japan and is more popularly known as Kintetsu. Ranking topmost among the Japanese private railway companies, the Kinki Nippon Railway daily operates the total passenger kilometerage which would even encircle the globe eleven times with a huge volume of traffic amounting to well over 1,700,000 passengers.

The Kintetsu Limited Express System not only forms a direct link between the two leading commercial cities of Osaka and Nagoya but also provides the fastest and most convenient access to such tourist centers and resorts representing Japan as the ancient capital cities of Kyoto and Nara, Ise-Shima National Park of pearl and mermaid fame and Yoshino-Kumano National Park blessed with superb sea and mountain sceneries.

The Miyako Hotel Chain with every modern installation offers excellent accommodations at these places, which are within easy reach by the luxury double-decked limited express "Vista Car" of the Kinki Nippon Railway. From Tokyo, Kyoto is reached in 2 hrs. 51 min. by the national railways super express and Osaka, its neighboring city, in 45 min. by jet plane.

Kinki Nippon Railway, the largest enterprise in Japan, also includes travel trade in its sphere of diversified activity.

Main business lines:

Railway, bus, taxi, truck transport; driveway and ropeway; sea transport; hotel; tour arrangement; department store; sales of automobiles of Ford and its affiliates; rolling stock manufacture; civil engineering and construction industry; real estate agent; professional baseball team.

Head Office : 1, 6-chome, Uehommachi, Tennoji-ku, Osaka.
Tel. : (06) 771-3331

Tokyo Branch : Rm. 361, Marunouchi Bldg., Marunouchi, Chiyoda-ku, Tokyo.
Tel. : (03) 212-2051

Nagoya Branch : 1-chome, Sasajimacho, Nakamura-ku, Nagoya.
Tel. : (052) 582-3311



EXPO 70
3-PO-14

KINKI NIPPON TOURIST

Kinki Nippon Tourist, affiliated with the Kinki Nippon Railway, Co., Ltd., ranks among the most representative of Japanese travel agencies licensed to catering to foreign visitors. It boasts a wide sphere of travel service activity with its 170 branch offices at home and several overseas outposts including the one at San Francisco in the United States. It handles all the business connected with tour arrangement for foreign as well as Japanese clients, ranging from issuance of railway and airplane tickets, reservation of hotel rooms to inducement of visitors from abroad.

Kinki Nippon Tourist is on the membership of such international travel organizations as PATA (Pacific Area Travel Association), ASTA (American Society of Travel Agents), IATA (International Air Transport Association), FEPC (Far East Passengers Conference), UFTA (Universal Federation of Travel Agents' Association), TPPC (Trans Pacific Passengers Conference), and JATA (Japanese Association of Travel Agents). It also handles air cargo transport business.

The Kinki Nippon Railway Co., Ltd. also holds a membership of the Grayline Sightseeing Companies Association, an American organization of bus companies operating regular sightseeing tours on an international scale of business.

For all tourist services in Japan apply to:

Tokyo offices:

Tokyo Kotsu Kaikan Building
Yurakucho, Tokyo.
Tel. Tokyo (03) 216-5921

Kokusai Kanko Kaikan Building
Marunouchi, Tokyo.
Tel. Tokyo (03) 212-4811

Kintestu Building
Kanda, Tokyo.
Tel. Tokyo (03) 255-7111

Yokohama office:

Yokohama Sanwa Building
Isezakicho, Yokohama.
Tel. Yokohama (045) 261-3567

Nagoya office:

Kintestu Terminal Building
Sasajimacho, Nagoya.
Tel. Nagoya (052) 551-4885

Kyoto office:

Kyoto Building
Zaimokucho, Kyoto.
Tel. Kyoto (075) 341-3171

Osaka office:

Osaka Shinko Building
Kitahama, Osaka.
Tel. Osaka (06) 231-8013

Kobe office:

Kobe Kotsu Center Building
Sannomiya, Kobe.
Tel. Kobe (078) 33-0683

Hiroshima office:

Matsubaracho, Hiroshima.
Tel. Hiroshima (0822) 61-6462

Fukuoka office:

Fukuoka Building
Tenjin, Fukuoka.
Tel. Fukuoka (092) 77-0886

Sapporo office:

Sapporo Mitsui Building
Kita-nijo-nishi, Sapporo.
Tel. Sapporo (103) 22-7675

San Francisco office:

Japanese Cultural and Trade Center
1601 Post St., San Francisco, Calif. 94115,
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Tel. 922-6776